

Creating Buy-In: How Employees' Ideas Drive Successful Change

 **The Idea Exchange**

Episode #1



sideways6
an  interact company

Get the most from today

Introduce yourself on the chat

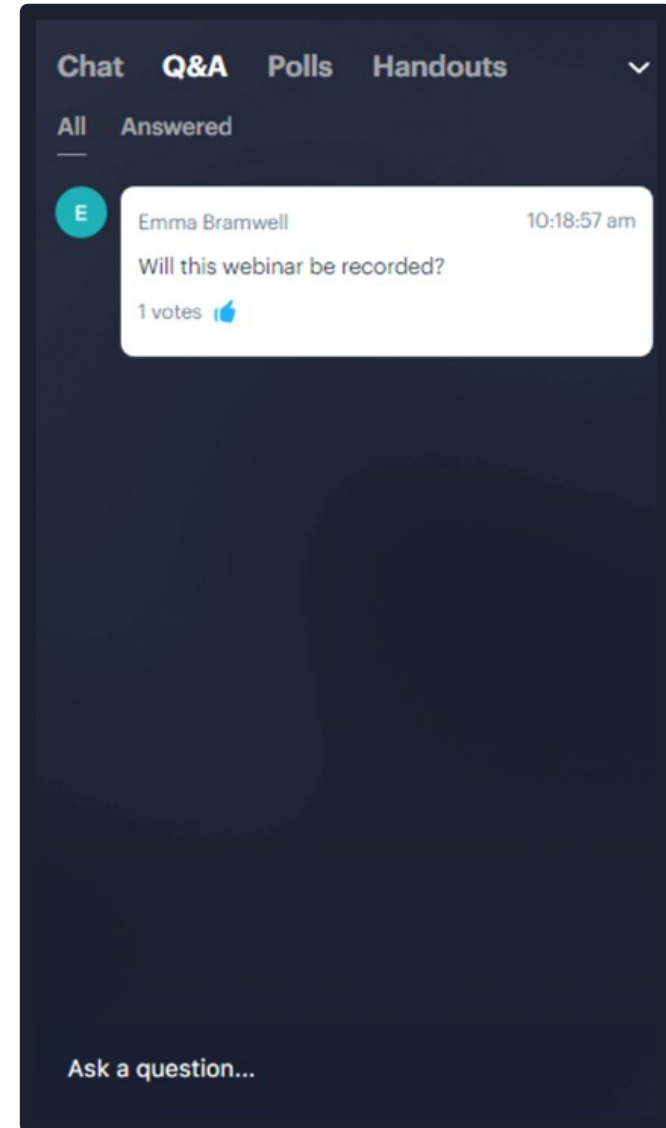
The session is recorded

Ask all the questions

Vote on other questions

Take part in our two polls

Relax, and enjoy!



Hi, from Sideways 6



Philippa Pollock
Head of Marketing

sideways6
an  interact company

 Follow me

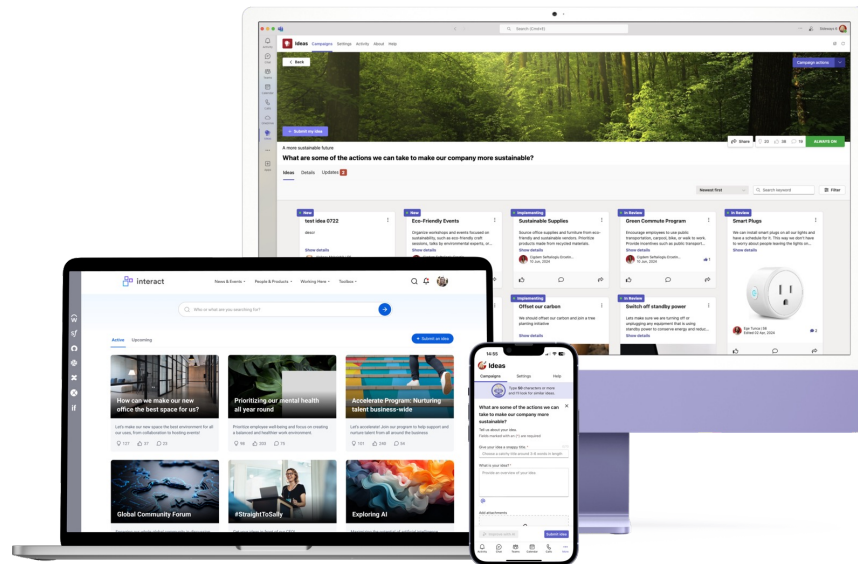


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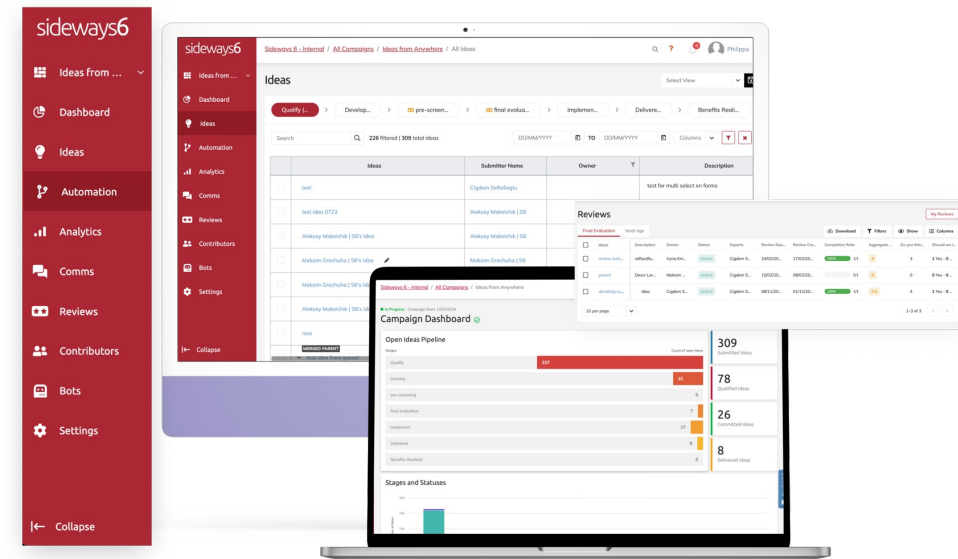
THE #1 INTEGRATED EMPLOYEE IDEAS PLATFORM



The 'Front End'
home for ideas



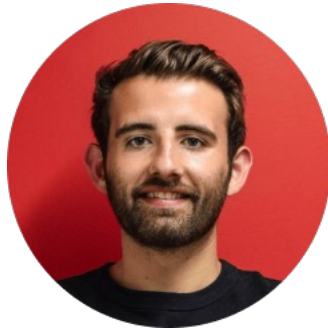
The 'Back End'
powerful idea management



THE #1 INTEGRATED EMPLOYEE IDEAS PLATFORM



Exchanging ideas | Speakers



Will Read
CEO



Adam Schoor
Head of Strategic
Consultancy & Training



Veronica Hull
Head of Transformation



Poll 1 of 2

Are you already running
an ideas program?



Why and How to Build a Culture of **Listening Through Ideas**



Will Read

CEO

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 Follow Will

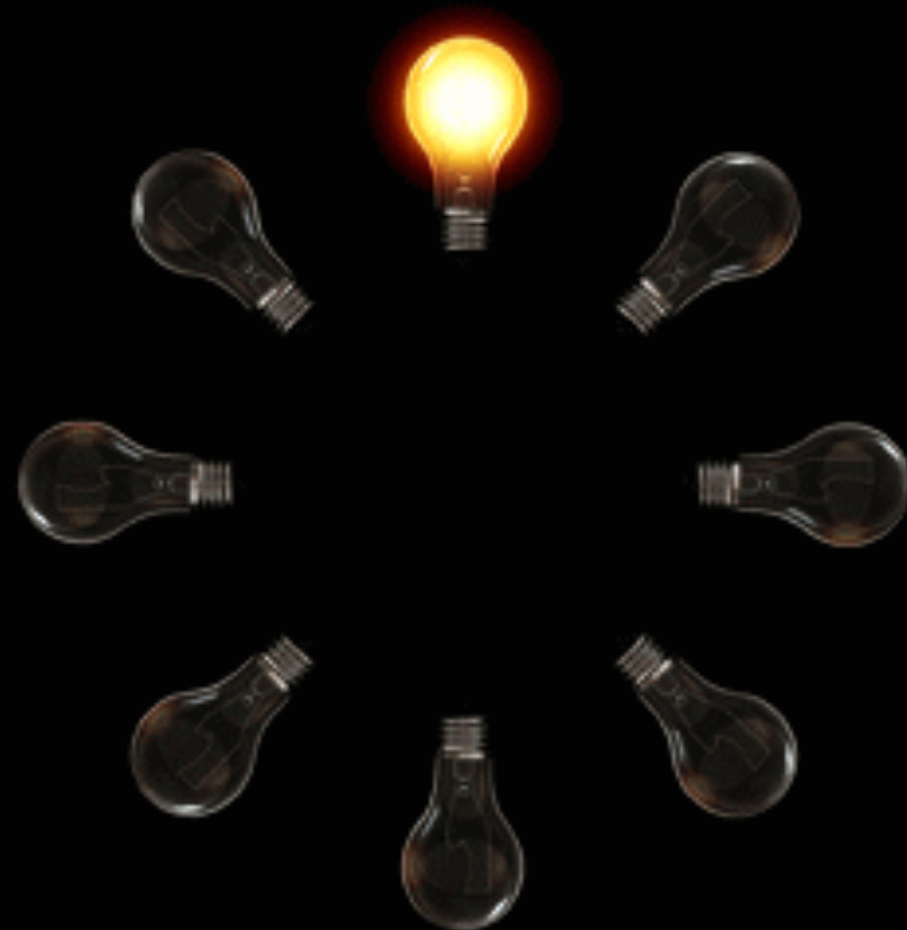


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Your people want
to help make your
company better

Great things
happen when you
let them



Balfour Beatty





**“We're building a better business
from the inside out, by engaging the
people who know best - our
employees.”**

Leo Quinn, Group Chief Executive

What do our employees think about My Contribution?

“**Loving the creative ideas generated and the collaboration across the business**”



My Contribution in the UK

Engaging our workforce

13,230

ideas shared

26%

employees collaborating on ideas

Driving Change

3,140

ideas delivered

Balfour Beatty

Creating value

£64m

cost savings

£9m

cash inflows

Great place to work

464,000

hours saved

1,470

better place to work ideas delivered

Achieve amazing things with **employee ideas**



**Create Shared
Ownership**



**Generate ROI
from ideas**



**Increase
Employee
Engagement**



**Create shared
ownership**

People Powered Transformation

1. Ideas to make change happen
2. Create co-ownership of the change

MONDAY 01 SEPTEMBER 2014 9:07 PM | Updated: FRIDAY 07 JUNE 2019 6:25 AM

Dave Lewis in plea to staff: Tell me how to fix Tesco



New Tesco boss Dave Lewis parachuted into the supermarket giant yesterday by urging his half a million staff to email suggestions to help fix the troubled retailer.



Why do employee ideas programs fail?

**Low
engagement**



Overwhelm



**Wasted
ideas**

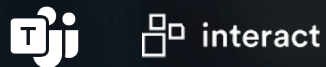


Make Success Inevitable



Engaging

Make it easy and appealing



Aligned

Fit into what's already important

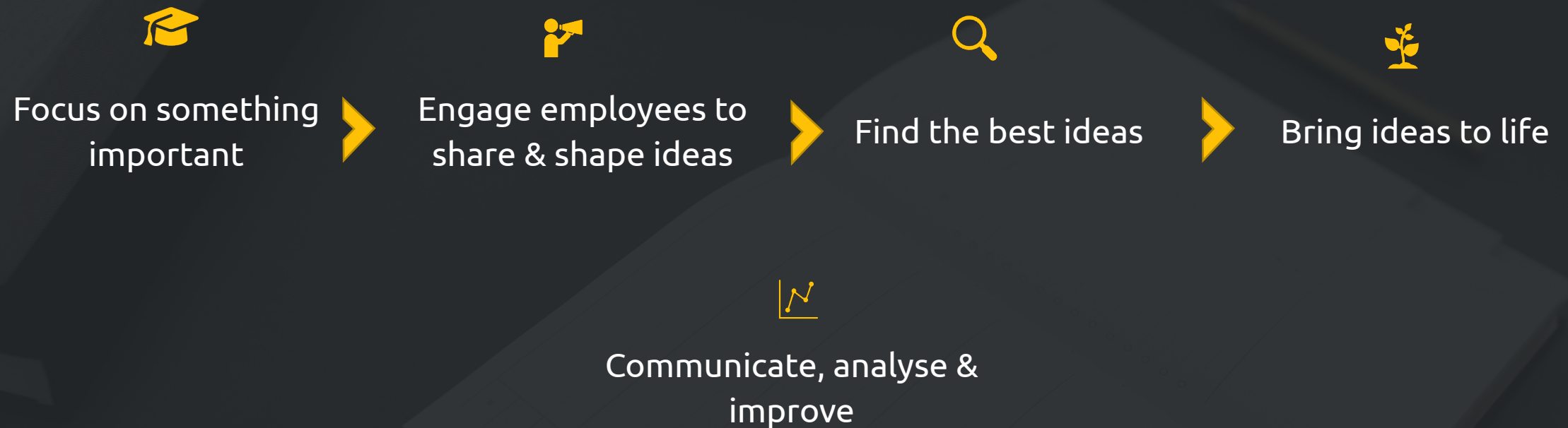


Focused

Solve clear, focused challenges



A great **employee ideas program**



Make Success Inevitable



Engaging

Make it easy and appealing



Aligned

Fit into what's already important

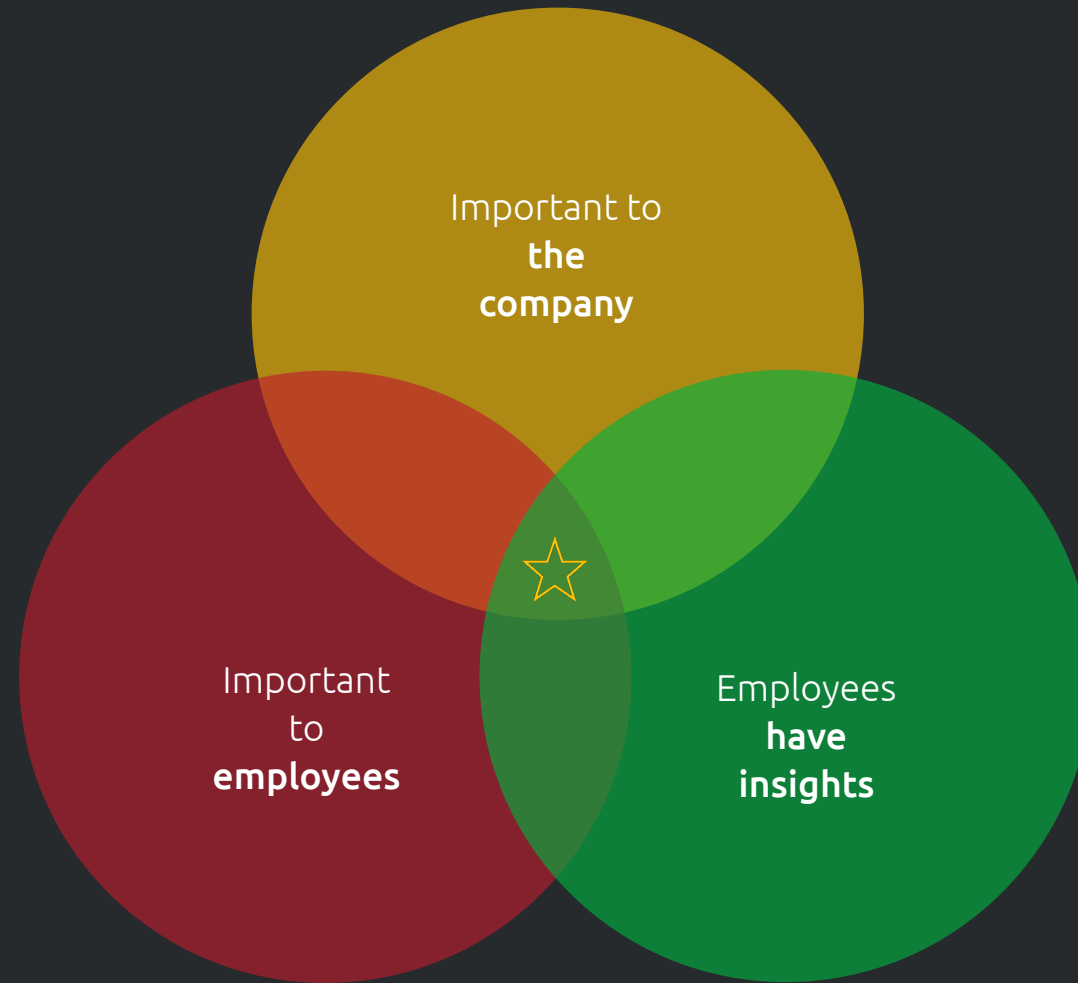


Focused

Solve clear, focused challenges



Aligned & Focused: Theming your sprints





MONDAY 01 SEPTEMBER 2014 9:07 PM | Updated: FRIDAY 07 JUNE 2019 6:25 AM

Dave Lewis in plea to staff: Tell me how to fix Tesco



New Tesco boss Dave Lewis parachuted into the supermarket giant yesterday by urging his half a million staff to email suggestions to help fix the troubled retailer.

Steal this ideas strategy



Launch Long term commitment to active listening through employee ideas

Themed sprints around the things that matter to your organization run with leaders



Decentralised sprints and campaigns

run by leaders across the company without central assistance



The six strategic drivers.

Our six strategic drivers set out the plans and aspirations which will create long-term value for all of our stakeholders.



1.

A differentiated brand

A strong brand creates long-term value. Our purpose, to serve shoppers a little better every day, is at the heart of what our brand stands for.

2.

Reduce operating costs by £1.5bn

We have undertaken a thorough review of our entire cost base, to identify further opportunities for meaningful savings.

3.

Generate £9bn cash from operations

Cash is the lifeblood of our business, and we have set a three-year target to generate £9bn of cumulative retail cash from operations.

4.

Maximise the mix to achieve a 3.5% – 4.0% Group margin

Building sustainable profitability across our businesses, channels and product ranges.

5.

Maximise value from property

Our property strategy is about releasing value from our estate, and repurposing space to enhance our customer offer.

6.

Innovation

Our innovation strategy is driven by expertise and insight in our three differentiating capabilities: Product, Channel and Customer.

Steal this ideas strategy



Launch Long term commitment to active listening through employee ideas

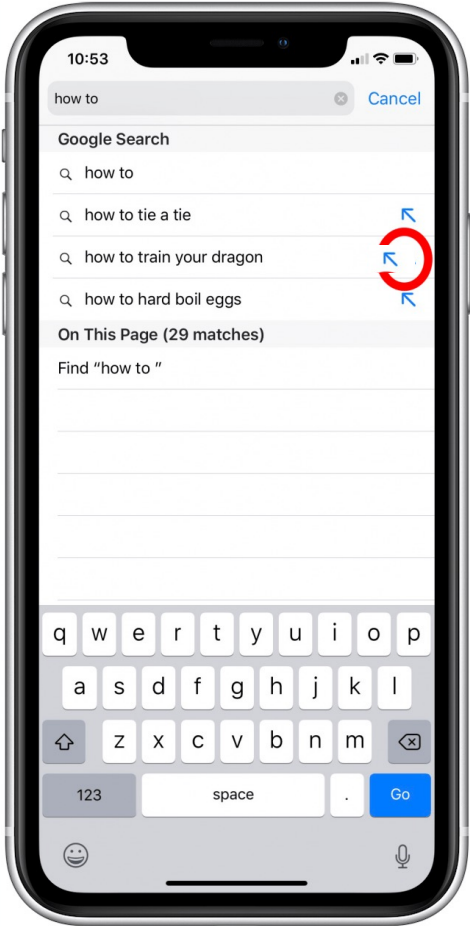
Themed sprints around the things that matter to your organization run with leaders



Decentralised sprints and campaigns

run by leaders across the company without central assistance

Engaging: Make it Easy



Engaging: Make it Easy

\$20bn
a year

Engaging: Make it Easy

\$55m
a day

Engaging: Make it Easy

\$2.2m
an hour

Engaging: Make it Easy

**Where people already
are**

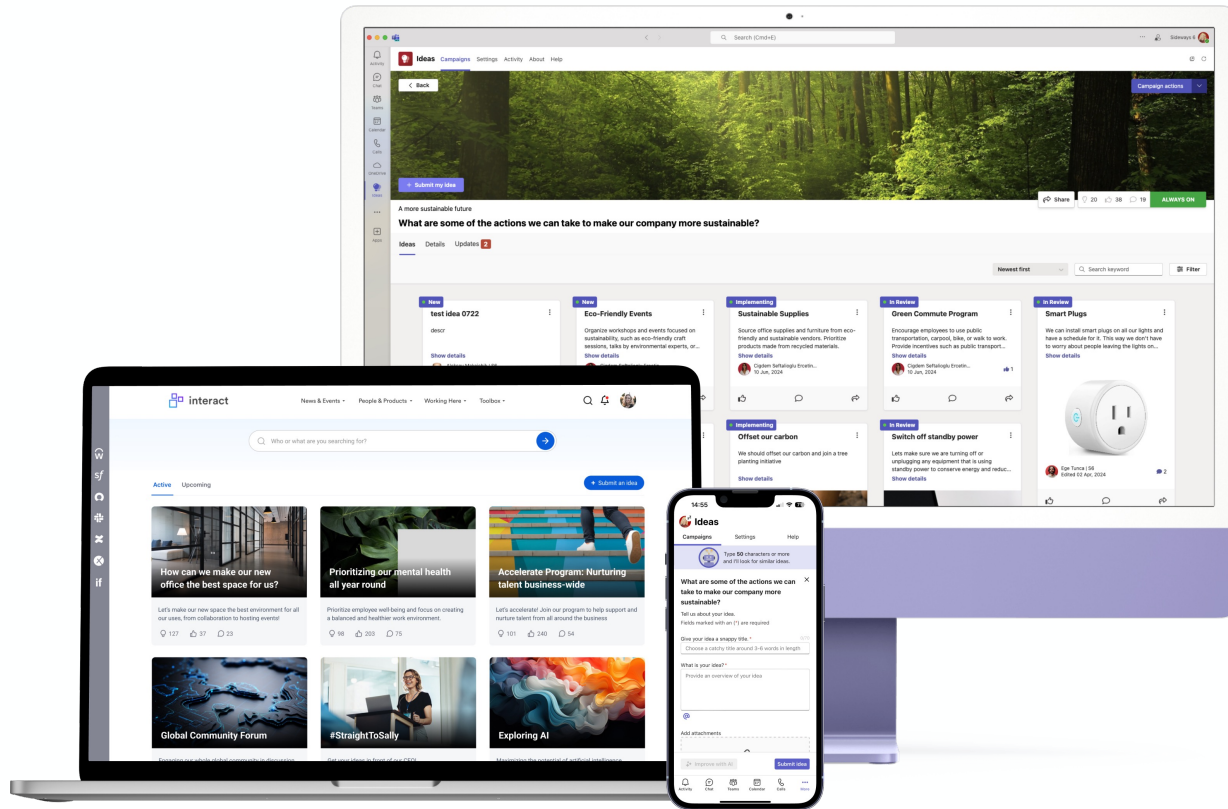
Engaging: Make it Easy

Familiar

Engaging: Make it Easy

Easy to access

Engaging: Make it Easy

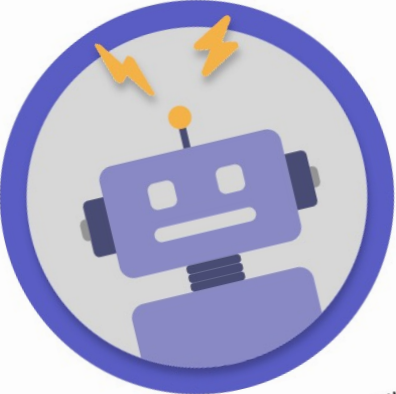


Bonus: Make it Smart


Similar Idea Detection


Similar Ideas AI

Similar ideas may already exist in this campaign.
Let's see if I can help create something unique!



Type **50** characters or more and I'll look for similar ideas.

BETA  **Improve with AI**

Improvement suggestions: 

Specify the Scope

Clarify whether the idea applies to households, businesses, public spaces, or all of the above. This will help understand the impact of the idea.

Quantify the Savings

Provide estimates or examples of how much energy or money can be saved by turning off lights more often.

Suggest Implementation Methods


Offer practical ways to remind or encourage people to turn off lights when they're not in use.


Address Potential Challenges


Discuss possible obstacles to implementing this idea, such as people forgetting to turn off lights, and suggest solutions.


Improve Ideas with AI


Automatic Categorization with Smart Fields AI


Benefit Type 


Employee Engagement 

Increased Productivity 

Increased Productivity 

Increased Productivity 

Cost Savings 

Cost Savings 

Poll 2



What is your no. 1 challenge in starting, or improving your ideas program?



How Vueling engaged 50% of their workforce in transformation by tapping into employee ideas.



Veronica Hull
Head of Transformation



 Follow Veronica





VUELING AT A GLANCE

vueling

Spain's leading low-cost airline based in Barcelona



Belongs to IAG, one of world's leading airline Groups

IAG INTERNATIONAL AIRLINES GROUP

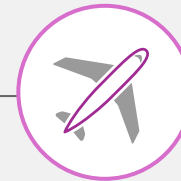


Operates mainly in Spain, France, Italy & rest of Europe

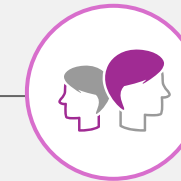
KEY INFO (2023)

4

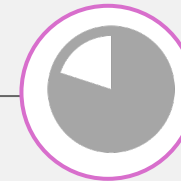
4th largest LCC in Europe



124 Fleet size



29M+ Passengers Transported



42% Market Share

**SO WHY DID WE NEED AN
IDEAS PROGRAMME?**

We see our employees as a team of changemakers that (with a little help and encouragement) will transform Vueling.



Changemakers

People ready to generate change.
Curious people with the energy and desire to do things differently and to start contributing their talent to the future of Vueling.

vueling

*“Together we will create
the future of Vueling”*



Company Challenges

A challenge faced by the company that offers specific opportunities for Changemakers to have an impact on. A chance to use their creativity and to learn new methodologies, low cost best practices and critical skills for today's world of work.

An experience in a virtual environment to co-create, collaborate, learn and generate impact

#MAKEITBETTER

It's **was new initiative** that will present people with **a specific challenge** the company's facing, give them a space to **post their ideas**, and then work with them to **turn the most promising into a reality**.

WELCOME TO

#MAKEITBETTER



HOW DOES IT WORK?

1



A new **challenge** appears!

2



You send in your ideas

3



Our experts pick the best ones

4



With our help **you** make & test a prototype

5



Your idea **launches** and you get celebrated!

sideways6

Submit ideas, comment and like ideas, move ideas through the challenge phases, update Shakers on their progress...

SHAKERS will use Sideways 6 to submit their ideas

The screenshot shows the Sideways 6 web application interface. On the left is a red sidebar with navigation options: Thinking Cr..., Ideas, Automation, Analytics, Comms, All Reviews, Contributors, Bits, and Settings. The main content area is titled 'Ideas' and shows a table of ideas. The table has columns for 'Ideas', 'Submitter Name', 'Description', 'Status', 'T', 'Likes', and 'Comments'. There are 12 total ideas, with 8 selected. The table contains the following data:

Ideas	Submitter Name	Description	Status	T	Likes	Comments
<input type="checkbox"/> Remove Paper Coffee Cups	Sarah Turner 56	To reduce our landfill waste, I would like...	Live New	3	0	
<input type="checkbox"/> Sensors Office Lights	Chris Brown 56	Could we look at getting sensors in the ...	Live New	2	0	
<input type="checkbox"/> Unplug Unused Screens	Matt Calver 56	We can unplug screens that are rarely us...	Complete Implemented	1	5	
<input type="checkbox"/> Go Paperless	Matt Calver 56	Let's go paperless and loose the printer...	Live New	0	1	
<input type="checkbox"/> Recycling Storage	Matt Calver 56	I think we could invest in some signage ...	Live New	0	1	
<input type="checkbox"/> Avoid Food Delivery	Elena Steinhilber 56	Avoid food delivery - bring lunch from h...	Live New	0	1	



It runs right out of your Teams app!

The screenshot shows the #MakeItBetter challenge page within the Microsoft Teams app. The page features a blue header with the campaign name and navigation links. Below the header is a large banner image with the text: "#MakeItBetter: Let's embrace technology to cut down our waste! How might we, through the use of technology and digitalisation, reduce waste in our daily work so that we are more efficient with our resources at Vueling?". A "Submit my idea" button is visible. Below the banner are engagement metrics: 7 ideas, 3 likes, 0 comments, and a "1 MONTH LEFT" timer. A "Useful Links" section on the right contains links for "Learn More about #MakeItBetter", "Vueling Transform", and "FAQs". The main content area displays the text: "#MakeItBetter has launched our very first challenge and we can't wait to see what you all come up with!" and "Our first challenge".



Published Campaigns

Published



Active (2)

Let's fly with AI! Your ideas count! 2 MONTHS LEFT

How can we make Vueling even better with AI? Your ideas count.

58 789 95 Everyone

Changemakers - Let's change Vueling for the better! ACTIVE

What if we become the global leader in defining what low-cost hospitality looks like?

9 98 24 90



Ended (5)

#MakeItBetter: Challenge #2 - Shout about sustainability CAMPAIGN FINISHED

How might we bring the public's opinion of aviation's environmental impact in line with reality?

64 635 47 Everyone

#MakeItBetter: Let's embrace technology to cut down o... CAMPAIGN FINISHED

How might we, through the use of technology and digitalisation, reduce waste in our daily work so that we are more efficient with our resources at Vueling?

107 1.5k 203 Everyone



Challenge #3 "Give me five!" CAMPAIGN FINISHED

"How might we reduce our costs by reviewing our procedures to simplify and save time, steps, or emissions across Vueling?"

117 1.3k 307 Everyone

Challenge #4 JOIN THE MOVEMENT CAMPAIGN FINISHED

What if we elevated the Customer Experience to make Low-Cost effortlessly Cool?

157 3.5k 440 Everyone

#MakeitBet...

CHALLENGE#5 LET'S FLY WITH AI

#MAKEITBETTER

Share 58 789 95 2 MONTHS LEFT

Let's fly with AI! Your ideas count!
How can we make Vueling even better with AI? Your ideas count.

#MakeitBet...

Ideas Details


Newest first Search keyword Filter

Qualify

Flight logbook for childrens

We could provide, just like some companies do, a little flight logbook for childrens where they can record all the flights they take throughout their...

Show details



Qualify

iOCC Audio Classification

A way to transcript and classify the calls received by OCC in order to implement in a near future systems which answer those questions...

Show details

AM Arantazu Montalban Ruiz 1 day ago 1

Qualify

Centralized Operations

Creating a tool that enables intelligent searches to be carried out on regulatory or agreement aspects, manuals or standards and operational...

Show details

AM Arantazu Montalban Ruiz 1 day ago 1

Qualify

In-Flight realtime translation for pilots

Implement an AI-powered real-time translation and speech generation system for pilot announcements made prior to landing. The...

Show details

Nil Olear Play 1 day ago 5 2

#MAKEITBETTER

SHAKERS

Everyone at Vueling is a **Shaker** and we want to hear your ideas!

BOOSTERS

The **Booster** team will support the Shakers & get the word out

MAESTROS

Maestros are the experts we'll need to help us realise the ideas!

COACHES

Coaches will act as mentors throughout the challenge

Who are our Boosters



JULIA SCHARBACH
Commercial strategy



CRISTINA LOPEZ BREA
Cabin crew



FERRAN PLANA
Technical crew



FERNANDO IGLESIA
Safety / compliance



SILVIA MARIA MANOSALVAS
Handling



JASONE GARRIGA
Maintenance



JOSEP MAURI MORERA
Finance



EVA MÉNDEZ
Customer care



DOMENICO BRUNETTI
Handling



HEDI BEN ALI
Handling



JORGE FRANCO
IOCC



LOLA GUARDADO
Handling



EVA PINILLOS
Customer experience



HAROON MOHAMMAD
Cabin crew



CRISTINA ALVAREZ BENITEZ
Crew planning



CAROLINA GOMEZ
Safety / compliance



JORGE DANIEL ROJAS
Handling

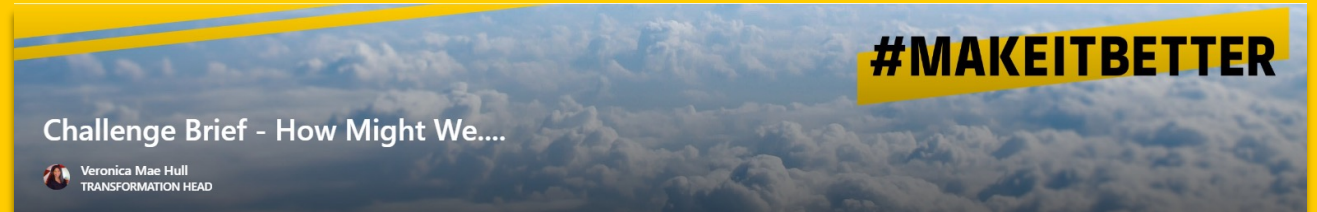


CATIA SILVA
SDA




JOSE ANTONIO BALLESTEROS
Flight ops

How we launch



Challenge Brief - How Might We....

 Veronica Mae Hull
TRANSFORMATION HEAD


Challenge 1

How might we, through the use of technology and digitalisation, reduce waste in our daily work so that we are more efficient with our resources at Vueling?


But what does that mean?

We need to save **€4 million** in the next year, so our first challenge is all about using technology to make ourselves as efficient as possible.

'Reducing waste' doesn't just mean cutting down on rubbish. 'Waste' could be energy, time... even skills! To give you more inspiration, here are **eight different types of waste** we're hoping to tackle with technology



#MakeItBetter: Challenge #2 - Shout about sustainability

 Eva Pinillos Canal
PROGRAM MANAGER




How might we...Bring the public's opinion of aviation's environmental impact in line with reality?

[¡Quiero leer en castellano!](#)

[Take me to Teams](#)

This one's all about sustainability but it's not quite what you expected?

Challenge 2 Quick Links

-  Your ideas, the light of our lighthouse! #MakeItBetter
-  Green is the new Yellow! Make It Better Challenge 2 update
-  #MAKEITBETTER We are in the middle of our challenge!

How we spread the word

Ceiling signs and merch



CHALLENGE #4
WHAT IF WE... ELEVATED OUR CUSTOMER EXPERIENCE TO MAKE LOW-COST EFFORTLESSLY COOL?

JOIN THE MOVEMENT **#MAKEITBETTER** **vueling**

Check, like, comment and share ideas here!



Screen savers



Road Shows



How we reward employees



Celebrating our people

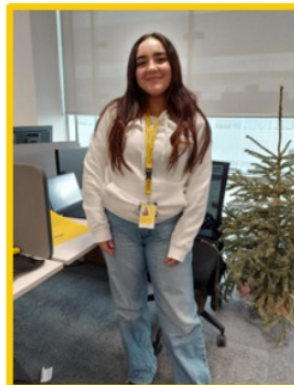


💡
Yeeees, it was me!
I MADE IT BETTER
★★★★★

#MAKEITBETTER

vueling

#YOUMADEITBETTER



Create clear KPIs



Demonstrate value

	2023		2024	
	#1 DIGITALIZATION	#2 SUSTAINABILITY	#3 COST SAVING	#4 BRAND & CX
	107 IDEAS	64 IDEAS	117 IDEAS	157 IDEAS
	1.5K	635	1.3K	3.5k
	203	47	306	441
<hr/>				
Delivered	19	17	6	7
In development	4	-	6	20

More than 50% of our workforce interacting with the sideways 6 teams app

24pts increase on OHI score

Getting buy-in – top three challenges

Challenge

#1 “How will we make sure these ideas are feedback and not just complaints...”
(management committee)

Solution

#1 Ensure the question focuses on the outcome you want to achieve... we used the statement "how might we" to make sure we focused on how the opportunities can be solved.

Getting buy-in – top three challenges

Challenge

#2 “How will ideas passed to development fit into existing pipelines for teams”
(team leaders)

Solution

#2 We built a strong triage team made up of key players from each area and allowed the team to triage the work.

Getting buy-in – top three challenges

Challenge

#3 Reaching everyone, based on the nature of our work we are spread across disciplines, languages etc...

Solution

#3 The program has given everyone a voice, and I feel like I can get my voice heard.

Continuous Improvement – top three learnings

Learning

#1

Start Small
then Scale

#2

Create a strong
team of advocates

#3

Use technology to
help make effective
and efficient

Continuously iterating...



...Evolving as we go

Working with Internal Comms to push forward ideas - tips to approach and collaborate



Adam Schoor

Head of Strategic Consultancy
& Training

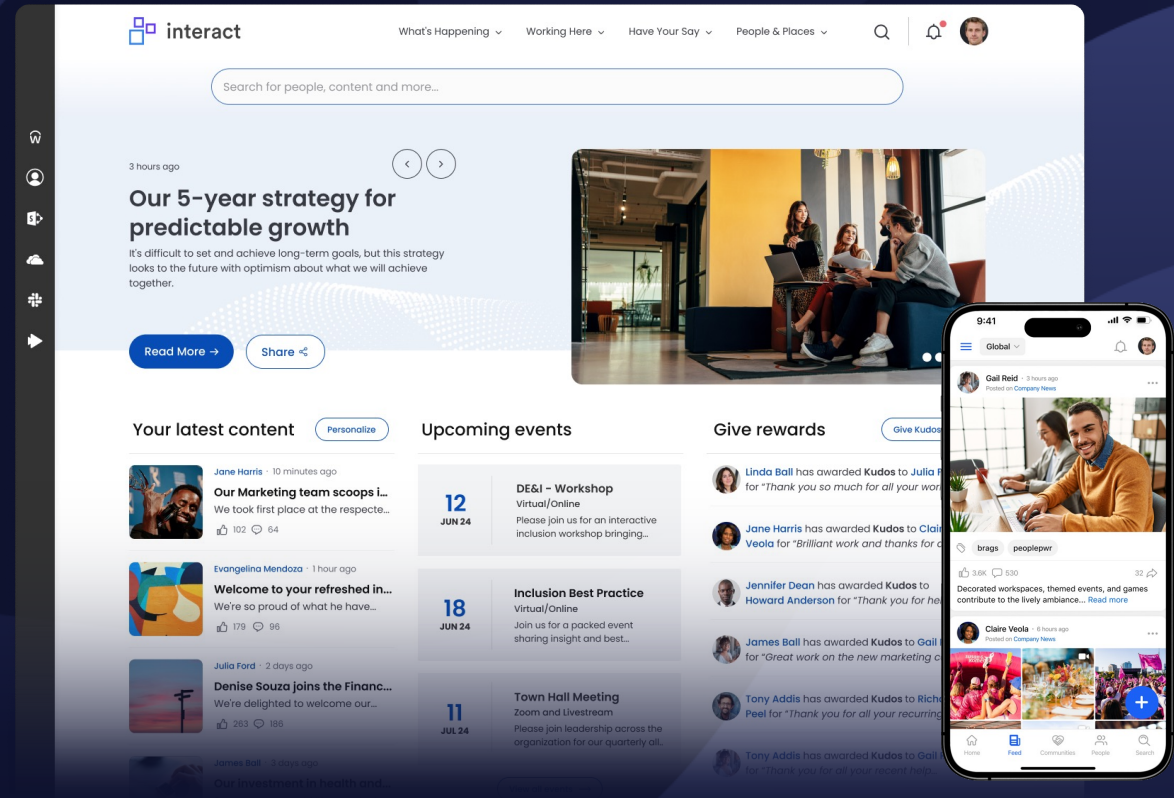


 Follow Adam



About Interact

The world's best workplaces use Interact to engage and inform their employees.



When it comes to improving your organization, many teams never truly consider the impact that Idea Management can have on their business and culture.

Dealing with various struggles today:

- Teams are at capacity
- Don't feel like it fits the current culture
- The timing isn't right



So how do you streamline idea management in your organization and start to make an impact across all levels of your business?



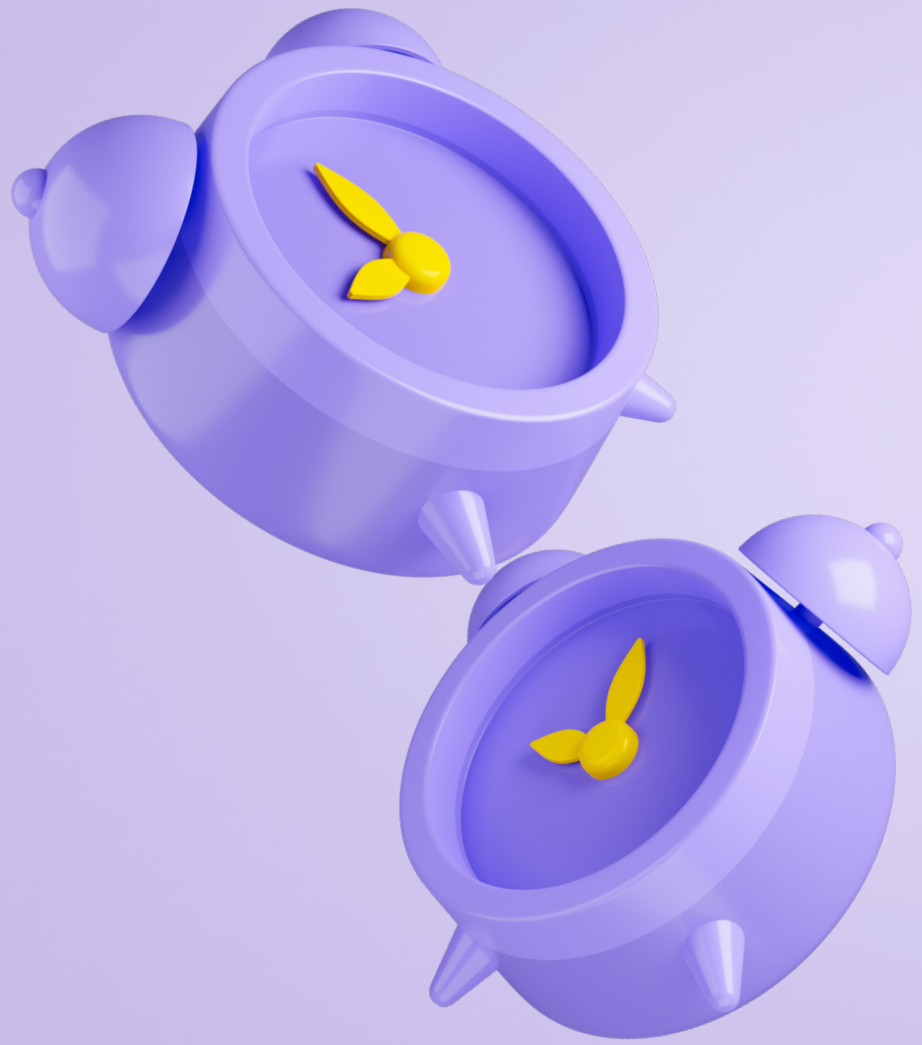
"Not on my intranet!"



Idea Management and intranets go hand in hand.

- Your intranet should be the single source of truth for your people.
- Having a hub for feedback and idea management just makes sense.
- Integrating both shows your people that “Not only do we want your ideas, but we also need them!”
- Guide your culture to new heights and improve the overall employee experience.



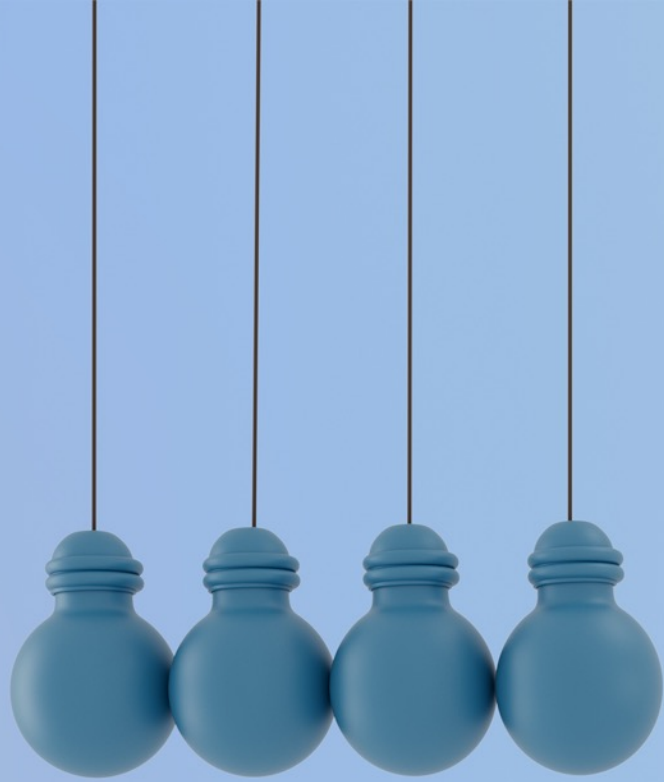


"Right tool, wrong time."

Taking a leap of faith.

- There will never be a "right time."
- Create massive impact on your business and cultural objectives in a manner of weeks, not months.
- Business isn't getting easier, and workloads aren't going down.
- Every day you aren't tapping into the potential of your organization is loss in opportunity.



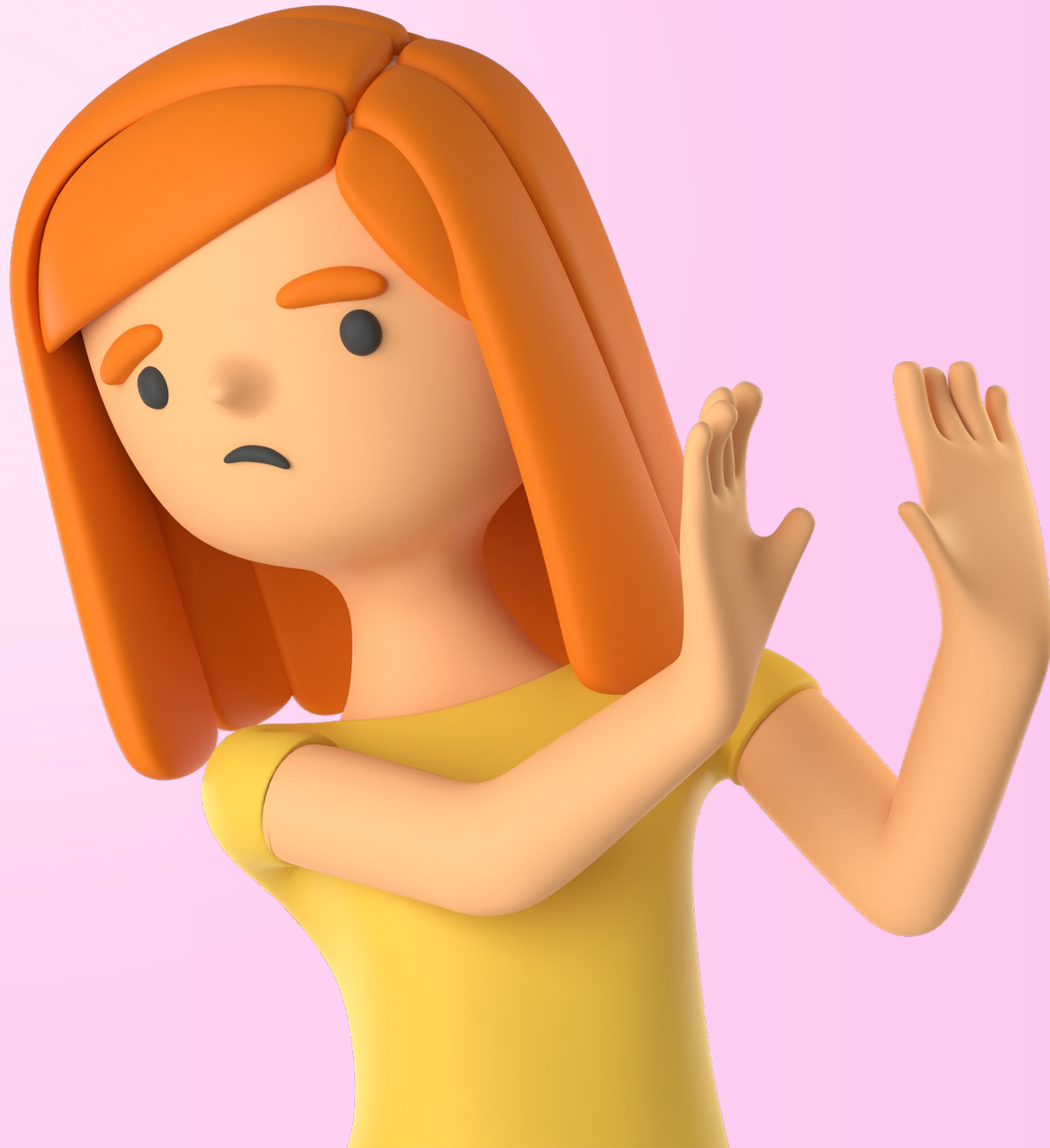


"We don't do ideas."

There is value in everyone's ideas.

- No single person or team has the answers for every problem.
- It takes more than just leadership; it takes everyone across your organization.
- Think differently about challenges and how you can pool from that group-based knowledge
- Ensure you have the confidence to articulate the benefits to leadership, transformation teams, and more.





**"This is great – but it's
not for us."**

Find the right internal audience.

- Finding an executive or leadership sponsor is key.
- Look for leaders in key areas including Human Resources and the Executive Leadership Team.
- There may be areas of the business that you have a blind spot for that could benefit.
- All organizations could benefit from an Idea Management tool.



Getting idea management into your business

- Idea Management and intranets go hand-in-hand.
- When it comes to timing, don't be afraid to take a leap of faith.
- Remember there is value in everyone's ideas.
- Find the right internal audience to get buy-in.



Free, ungated content

The Ultimate Guide to Idea Management on Microsoft Teams

Discover how to utilize Microsoft Teams as a hub for ideas and innovation at your organization.





Poll results reveal



Q&A



1 OF 3

You are a very small team managing a lot of stakeholders, what's your one quick tip for doing more with less?



2 OF 3

What's next for #MakeItBetter?



3 OF 3

What has been your favourite idea bought to life?

Book a 30-min demo



Find out how you can capture,
manage and bring employee
ideas to life



sideways6
an interact company

Demo with:



Will



John



Sean



Joe



Ellie



Jess

sideways6
an interact company

Thanks for joining

 **The Idea Exchange**

by **sideways6**
an  interact company



See you in **September** for
Episode #2

AI In **Transformation...**



Register interest

